

**We** safeguard the constitutional position of the City of London and promote the City as a world leader in international finance and business services.

### Our ambitions are:

- To safeguard the constitutional position of the City of London Corporation.
- To support the City in continuing to be a leader in financial and professional services and in other areas of national life including state and national occasions, education, culture and charitable-giving.
- To maintain and enhance the City's customs and heritage for the benefit of London and the nation.
- To promote the Guildhall as a leading venue for commercial events.

### What we do is:

- Promote the City's interests among opinion formers in Parliament and Whitehall and other significant bodies, including the Greater London Authority.
- Act as Parliamentary Agents for the City Corporation.
- Scrutinise all government legislation to safeguard and promote the City's interests.
- Provide evidence to Parliamentary and GLA committees on matters of concern to the City.
- Deliver events that support the interests of the City and the UK, including the State Visits Programme.
- Liaise with the Royal Household and the London Diplomatic Corps.
- Provide a service for the City's elected Members including arrangements for the Lord Mayor's Banquet, Committee events and Common Hall.
- Generate income from private use of the Guildhall.

### Our budget is:

**2017/18 Net Local Risk: £000**

Finance Committee (384)  
(Guildhall Admin – Private Events and Attendant teams)

Policy and Resources 1,150  
(City events team, Parliamentary and Business Support)

### Our top line objectives are to:

- Secure the passage through Parliament of the City of London Corporation (Open Spaces) Bill.
- Obtain amendments to draft legislation where necessary in the interests of the City and make submissions to Parliamentary committees on all relevant issues.
- Respond to any issues or concerns raised in Parliament or the GLA, whether in debates, committee hearings or during the passage of Bills.
- Engage with Ambassadors and High Commissioners in London to collaborate on matters of common interest and enhance the City's profile with them.
- Deliver the City's programme of events for 2017/18 and develop a programme of events for 2018/19 and future years.
- Optimise income from the use of Guildhall for commercial events so far as consistent with the City Corporation's own use of Guildhall.
- Maximise the effectiveness of Committee events and other City hospitality.

### Our deliverables within corporate programmes and projects are to:

- Represent City Corporation interests in respect of the legislative programme as announced in the Queen's Speech.
- Implement the 'effectiveness of hospitality' cross-cutting review relating to strategic objectives and compilation of guest lists.
- Increase income generation as part of the cross-cutting income generation review.
- Ensure the venue is fit for purpose by working with the City Surveyor's department in developing a repairs, maintenance and works schedule for the function areas
- Ensure that as part of the process to provide a new CRM database, event requirements are fully considered.
- Undertake recruitment of an apprentice under the City Corporation Apprenticeship programme.

## Our deliverables within departmental / service programmes and projects are to:

- Enhance Parliamentary engagement, in particular in respect of matters arising in connection with Brexit.
- Report on legislative progress of the Great Repeal Bill, facilitating debate and proposing amendments.
- Draft amendments, if required, in respect of the City of London Corporation (Open Spaces) Bill and secure appropriate amendments to other legislation, including in the remaining stages of the Neighbourhood Planning Bill and the Local Government Finance Bill.
- Enhance engagement with GLA officers, Assembly Members and the Mayor's Office on matters of interest to the City.
- Implement an enhanced venue marketing strategy.
- Undertake and implement a review of caterers eligible to cater at Guildhall.
- Review IT requirements for the venue.

## We plan to develop our capabilities this year by:

- Enhancing relationship with key external opinion formers in accordance with the City Corporation's overall engagement strategy.
- Being pro-active in Parliament, liaising with members of both Houses and developing contacts with Parliamentary officers.
- Identifying further ways to generate income from lettings of Guildhall, including by working closely with the Barbican Centre and other City venues.
- Liaising more closely with Committee Chairmen and relevant Chief Officers to agree objectives for and evaluation of Committee events.
- Recruiting experienced and highly skilled staff and providing relevant training for both new and existing staff.

## What we're planning to do in the future:

- Report on the Great Repeal Bill and its progress through Parliament, proposing amendments where necessary.
- Respond to any other new government legislation, and submit evidence to Select Committee and GLA inquiries, relating to any issue of interest to the City.
- Pursue additional mechanisms for generating income in consultation with the Barbican Centre and other City venues.
- Revise and update the Guildhall marketing strategy to ensure Guildhall continues to attract increased business.
- Upgrade the facilities in Guildhall's lettable spaces, including the refurbishment of the West Wing cloakrooms, PA system, lighting and Wi-Fi.
- Work with other departments to support the City Corporation's cultural strategy while maintaining income generation.

## What we'll measure:

Completion of Parliamentary stages of the City of London Corporation (Open Spaces) Bill.

Number of legislative amendments or undertakings in response to representations.

Number of references made to evidence submitted to Select Committee inquiries.

Income generated through hire of Guildhall.

Use of Guildhall according to type of event.

Feedback from clients using Guildhall as a venue.

New business – high grade commercial clients using Guildhall.

Service Responses Standards.

HR data including sickness absence and equalities.